SODA FOUNTAIN FORMULAS & SUGGESTIONS

A Step Ahead

In Fountain Service

RICHardson CORPORATION

ROCHESTER, N. Y.

A Step Ahead

The purpose of this collection of merchandising suggestions and formulas is to make its readers A STEP AHEAD in their fountain service. Better service means greater profits. .

While there are many contributing factors to successful fountain operation such as modern equipment, cleanliness, good merchandising, prompt service and Good Flavor, it is this last factor—GOOD FLAVOR—that we shall stress particularly in these pages.

Ever since 1916, the year of our origin, RICHardson Corporation has taken pride in producing syrups, fruits, and flavors of top quality. Their increased acceptance through the years indicates that the GOOD FLAVOR they impart to fountain drinks and dishes pleases the public's taste.

RICHARDSON CORPORATION, Rochester 3, New York

Branch Offices: New York, Chicago, Detroit, San Francisco

RICHardson

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Figuring Costs

FOUNTAIN PROFITS

Proof that well run soda fountains are profitable is illustrated by results accomplished by an independent investigation of a large number of drug stores showing:

The average gross from soda fountain is 28% while the average gross from all other departments is 22%.
The average net from a soda fountain is 15% while the average net from all other departments is 6%.
One out of every four soda fountain customers buys some other item before leaving the store. So a popular soda fountain brings in two-way profits.

This survey also discloses that fountain items (drinks, sundaes, ice cream) show a bigger sales volume than food and miscellaneous items—and at a greater percentage of net profit. (Figures on request.)

It follows, therefore, that greater profits lie in the development of your fountain item sales, particularly sales of higher priced fountain specials.

YOUR DEPARTMENT

It is well to remember that the soda fountain is YOUR department. Around it you can build the reputation of your entire store. In other departments you sell some other manufacturer's merchandise. They do not represent your store to the extent that your soda fountain does.

Sodas and sundaes are YOURS. The soda fountain therefore, should be your prize department, your proudest possession. It represents YOU and YOUR BUSINESS, so check constantly on the quality of the items you are serving; check the variety; check the correctness of your service.

It is FLAVOR that you sell at your fountain. In splitting up the cost of a good soda or sundae, it is found

That 47% of the cost is overhead, i.e., service, rent, etc.
That 12% is good flavor.
That 41% is represented by other ingredients such as ice cream, etc.

Think of it—only 12% of the cost per item is for the flavor.
In the face of it, can one afford to use inferior syrups and fruits?

SIMPLE SYRUP

In diluting fruits and syrups for use at the soda fountain, it is most important that the proper weight simple syrup is used. If too light a syrup is used it will not bring out the full flavor of your concentrated syrups and fruits. If the syrup is too heavy it will crystallize and you will have a rough finished product.

The correct weight syrup is made as follows:

Place one gallon of water in a large container over heat and bring the water to a boil; remove it from heat and add 14 pounds of sugar; stir until dissolved; strain and cool and it is ready for use. This makes 2 gallons and 7 ounces of Simple Syrup. Figuring sugar at 9c per pound this syrup costs 61c per gallon.

SIMPLE SYRUP FOR ROOT BEER

To dilute Concentrated RICHardson Root Beer for use through our Dispensers or Kegs it is very important that a special Simple Syrup be used. This should be:

10 pounds of sugar plus 1 gallon of water equals 1 gallon and 3 quarts.

or

1 gal. 5 Strength Root Beer plus 24 lbs. sugar plus 2 gallons and 8 oz. water equals 5 gallons.

1 quart 5 Strength Root Beer plus 6 pounds sugar plus 3 quarts and 2 ounces water equals 5 quarts Single Strength Root Beer.

COST OF SIMPLE SYRUP FOR SYRUPS AND TOPPINGS

14 lbs. sugar + 1 gal. water = 2 gal. 7 oz.

Sugar Cost Per Lb.	*Cost Per Oz.*	*Cost Per Gal.*
.05	.00267	.34
.06	.00319	.41
.07	.00373	.48
.08	.00426	.55
.09	.00479	.61
.10	.00532	.68
.11	.00586	.75
.12	.00639	.82
.13	.00692	.89

COST OF SIMPLE SYRUP FOR ROOT BEER

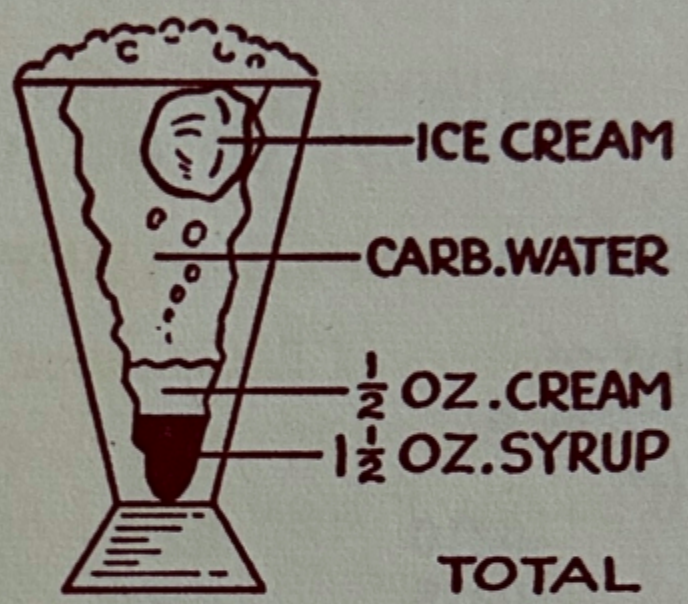
10 lbs. sugar + 1 gal. water = 1 gal. 3 qts.

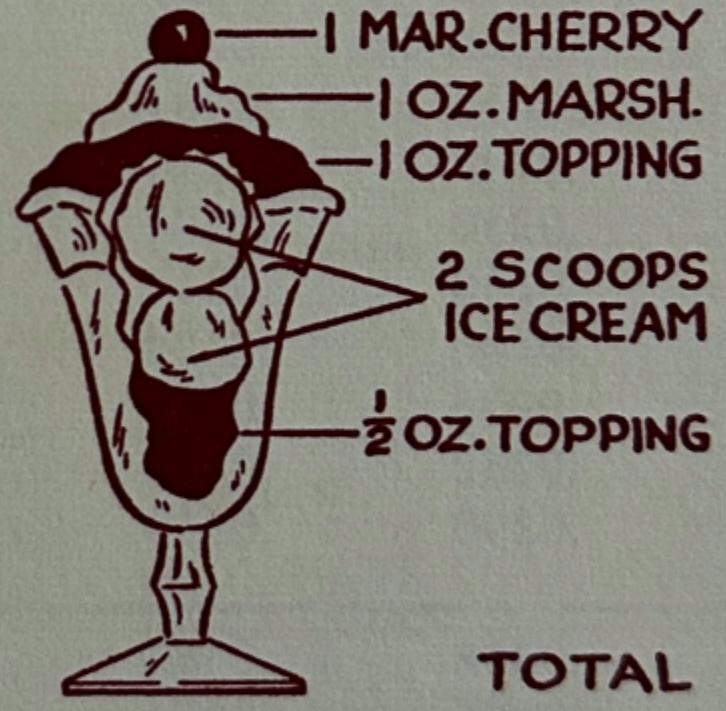
Sugar Cost Per Lb.	*Cost Per Oz.*	*Cost Per Gal.*
.05	.00223	.29
.06	.00268	.34
.07	.00313	.40
.08	.00354	.46
.09	.00402	.51
.10	.00446	.57
.11	.00491	.63
.12	.00535	.69
.13	.00580	.74

FIGURE YOUR OWN COST

It is important that you know the cost of each item served at your fountain. This cost depends upon the following:

1. Cost of Ice Cream per serving.
2. Cost of Fruits per serving.
3. Cost of Syrups per serving.
4. Size of ladles used.
5. Amount of syrup used.





COST OF ICE CREAM

Following is a chart obtained from a check of 80 different operators showing the average cost of a serving of Ice Cream. This may vary in your store due to your clerks compressing the Ice Cream too much, or it may vary due to certain brands of Ice Cream weighing more than others. It is easy to check your Ice Cream cost and compare it with this chart. To do this, weigh a can of your bulk Ice Cream, then from this figure subtract the weight of an empty can. This will give you the weight of the Ice Cream alone. Now weigh a serving of your Ice Cream and divide the weight of a can of Ice Cream by this figure. This will give you the number of servings in a can of Ice Cream. You know what a can of your Ice Cream costs you, and by dividing this cost by the number of servings in a can of Ice Cream you have your cost per serving.

TO USE CHART:

To find the cost of ice cream in soda or sundae, find cost of ice cream per gallon and size of scoop used. Locate price of ice cream per gallon in left hand column, then proceed horizontally to the right until you find the vertical column to correspond with the scoop you are using. The figure shown at the intersection of these two columns is cost of ice cream per scoop. When two scoops are used, double this figure.

For example:

Ice cream cost $1.80 per gallon—#20 scoop. Cost of ice cream $.0429 per scoop.

COST OF ICE CREAM PER SCOOP

Size of Scoop . . No.	30	24	20*	16	12	10
Average number of Scooper per Gallon	62	51	42	35	26	24
Price per Gallon						
$1.30	.0210	.0255	.0310	.0371	.0500	.0542
1.35	.0218	.0265	.0321	.0386	.0519	.0562
1.40	.0226	.0275	.0333	.0400	.0538	.0583
1.45	.0234	.0284	.0345	.0414	.0558	.0603
1.50	.0242	.0294	.0357	.0429	.0577	.0625
1.55	.0250	.0304	.0369	.0443	.0596	.0646
1.60	.0258	.0314	.0381	.0457	.0615	.0666
1.65	.0266	.0324	.0393	.0471	.0635	.0687
1.70	.0274	.0333	.0405	.0486	.0654	.0708
1.75	.0282	.0343	.0417	.0500	.0673	.0729
1.80	.0290	.0353	.0429	.0514	.0692	.0750
1.85	.0298	.0363	.0440	.0529	.0712	.0771
1.90	.0306	.0373	.0452	.0543	.0731	.0792
1.95	.0315	.0382	.0464	.0557	.0750	.0812
2.00	.0323	.0392	.0476	.0571	.0769	.0833

COST PER SERVING OF CONCENTRATED SYRUPS

Figure costs on a per serving basis and you will decide that the use of better quality syrups has a very small effect on the *cost per customer,* but a very big and important effect on the *satisfaction per customer.*

In the table following, we give you actual figures to support our statement.

TO USE CHART:

Find cost of syrup per gallon in left hand column. Proceed horizontally from this figure until you locate vertical column that corresponds to the syrup you are using. The figures shown at the intersection of these two columns is the cost per 1½ oz. serving.

For example:

Syrup costs $3.50 per gallon—mixed 3-1. Cost is $.0162 per serving.

COST PER SERVING 1½ OZS. SYRUP

Cost Per Gallon Syrup	Ready to Use	1-1 Dilution	2-1 Dilution	3-1 Dilution
2.00	.0235	.0157	.0131	.0118
2.25	.0264	.0172	.0141	.0125
2.50	.0294	.0187	.0150	.0133
2.55	.0300	.0190	.0152	.0134
2.60	.0305	.0193	.0154	.0136
2.65	.0311	.0195	.0156	.0137
2.70	.0317	.0198	.0158	.0139
2.75	.0323	.0201	.0160	.0140
2.80	.0329	.0204	.0162	.0141
2.85	.0335	.0207	.0164	.0143
2.90	.0341	.0210	.0166	.0144
2.95	.0347	.0213	.0168	.0146
3.00	.0353	.0216	.0170	.0147
3.05		.0219	.0172	.0149
3.10		.0222	.0174	.0150
3.15		.0225	.0176	.0152
3.20		.0228	.0178	.0153
3.25		.0231	.0180	.0155
3.30		.0234	.0182	.0156
3.35		.0237	.0183	.0158
3.40		.0240	.0185	.0159
3.45		.0242	.0187	.0160
3.50		.0245	.0189	.0162
3.55		.0248	.0191	.0163
3.60		.0251	.0193	.0165
3.65		.0254	.0195	.0166
3.70		.0257	.0197	.0168
3.75		.0260	.0199	.0169
3.80		.0263	.0201	.0171
3.85		.0266	.0203	.0172
3.90		.0269	.0205	.0174
3.95		.0272	.0207	.0175
4.00		.0275	.0209	.0177
4.25		.0290	.0219	.0184
4.50		.0304	.0228	.0191
4.75		.0319	.0238	.0199
5.00		.0334	.0248	.0206

*Note that on a 3 to 1 dilution concentrated syrup, a difference of 25c per gallon on the cost of the concentrated syrup means a difference in cost per serving of .0009 or 9c per 100 servings . . . that means 9c difference in $10.00 sales at 10c or $15.00 sales at 15c. It is obvious that 9c is a small price to pay for serving 100 satisfied customers with better flavored sodas. (This refers to preceding chart.)

COST PER SERVING 1½ OZS. TOPPING

Cost Per Case 6-½ Gal Jars	Cost Per ½ Gal.	Ready to Use	1-1 Dilution	2-1 Dilution	
$11.50	$1.92	.0457	.0265	.0203	
12.00	2.00	.0476	.0275	.0209	
12.50	2.09	.0497	.0285	.0216	
13.00	2.17	.0516	.0295	.0222	.0018 DIFFERENCE (See Next Page)
13.50	2.25	.0535	.0304	.0228	
14.00	2.34	.0557	.0315	.0235	
14.50	2.42	.0576	.0324	.0242	
15.00	2.50	.0595	.0334	.0248	
15.50	2.59	.0616	.0344	.0255	
16.00	2.67	.0635	.0354	.0261	
16.50	2.75	.0654	.0363	.0267	
17.00	2.84	.0676	.0374	.0275	
17.50	2.92	.0695	.0383	.0281	
18.00	3.00	.0714	.0392	.0287	
18.50	3.09		.0403	.0294	
19.00	3.17		.0412	.0300	
19.50	3.25		.0422	.0307	
20.00	3.34		.0432	.0314	
20.50	3.42		.0442	.0320	
21.00	3.50		.0451	.0326	
21.50	3.59		.0462	.0333	
22.00	3.67		.0471	.0339	
22.50	3.75		.0481	.0346	
23.00	3.84		.0491	.0353	
23.50	3.92		.0501	.0359	
24.00	4.00		.0510	.0365	
24.50	4.09		.0521	.0373	
25.00	4.17		.0530	.0378	
25.50	4.25		.0540	.0385	
26.00	4.34		.0550	.0392	
26.50	4.42		.0560	.0398	
27.00	4.50		.0569	.0404	
27.50	4.59		.0580	.0411	
28.00	4.67		.0589	.0417	
28.50	4.75		.0598	.0424	
29.00	4.84		.0609	.0431	
29.50	4.92		.0618	.0437	
30.00	5.00		.0628	.0443	
30.50	5.09		.0638	.0450	
31.00	5.17		.0648	.0457	
31.50	5.25		.0657	.0463	
32.00	5.34		.0668	.0470	

*Note the difference of $1.50 per case ½-gallon jars really means a difference of .0018 per serving or 18c per 100 servings. This amounts to only 18c on $30.00 worth of sales. It is obvious that 18c is a small price to pay for serving 100 satisfied customers with better flavored sundaes.

It is reasonable to think that by serving 100 customers with sundaes or sodas which have outstanding flavor you are sure to have them return and bring a number of their friends with them. Advertising men agree that what one customer tells another is the very finest type of advertising. When you serve RICHardson Fruits and Flavors the fine flavor is sure to impress your customers and they will tell their friends about your fountain products.

If you wish to figure your own costs, the following will be helpful.

COST OF FRUIT PER SERVING

Let us take as an example a half-gallon jar of Fruit costing $3.13 that is to be diluted 2 to 1 with Simple Syrup.

$3.13 for ½-gallon of Fruit
.68 for 1-gallon of Simple Syrup

$3.81 for 1½-gallons of finished Sundae Topping

Using a 1½-ounce serving there are 128 servings in 1½ gallons finished Sundae Topping.

$3.81 divided by 128 equals $.0298 cost per 1½-ounce serving.

COST OF SYRUPS PER SERVING

Let us take as an example a gallon jar of Flavored Syrup costing $3.50 that is to be diluted 3 to 1 with Simple Syrup.

$3.50 for 1 gallon Flavored Syrup
2.04 for 3 gallons Simple Syrup

$5.54 for 4 gallons Finished Syrup

Using a 1½-ounce serving there are 341 servings in 4 gallons of Finished Syrup.

$5.54 divided by 341 equals $.0162 cost per 1½-ounce serving.

When using Citric Acid, add .0006 per serving to cost of Fruit and .001 per serving to cost of Fruit Syrups.

CITRIC ACID SOLUTION

When diluting concentrated fruit syrups and crushed fruits it is important to add the quantity of Citric Acid Solution directed on labels. Nature develops a certain amount of fruit acid in all fruits, part of which is lost in the process of packing fruits for fountain use. The addition of Citric Acid Solution when preparing syrup or fruit for fountain service brings back the original richness and tang of flavor.

The cost of adding Citric Acid to fruits (per label directions) is .0006. Solution of 50% citric acid recommended.

Merchandising

It is just as important to serve uniform flavors at your fountain as it is to have one brand of ice cream. When a customer comes into your store for another of those good sundaes that he had last week he expects the sundae to taste the same. It won't if your policy is to buy fruits and flavors from a number of lines.

The most successful dealers feature *one quality* line of flavors at their soda fountains. Why not standardize on RICHardson's complete line so that you will always have uniformly high quality.

Being in business for profit, you of course must figure your costs, with a profit in view for every item you sell. Although some may buy cheap merchandise, we have yet to find anyone who is fully satisfied. There is a definite trend toward quality merchandise.

While people are willing to pay more for merchandise today, they rightfully want to feel they are getting more in return. They want to get away from shoddy merchandise and from fountain drinks and dishes which have been more or less thrown together. Much more in the way of service is expected in order to attract all classes.

FEATURE QUALITY

Almost all fountain owners will buy one brand of Ice Cream for use at their soda fountains. The main reason for featuring one Ice Cream is that their customers expect to purchase uniform products every time they visit the fountain. Very often the owner who would never think of having different brands of Ice Cream on his fountain will have fruits and syrups from ten or twelve different lines.

INCREASE PRICES IF NECESSARY

By using a penny's worth of decoration and a little care in decorating, you can get an extra 5c for that sundae and make your customers feel there is more increase in value than there is increase in price. The additional 4c margin means the difference between loss and a satisfactory profit for the serving.

You can also decorate sodas. Put whipped cream, coffee cream, marshmallow or both cream and marshmallow in the glass with the flavor syrup. When putting in your dipper of ice cream, add a spoonful of sliced cherries or crushed fruit. A fraction of a cent in extra decoration looks like a lot of added value.

Don't hesitate to list special sundaes and frappes at 20c or 25c. *Make them good* and *make them look good* and you will sell many of them at a good margin of profit.

ODD PENNY PRICES

In some sections odd penny menu prices are working out to advantage. For one thing, they sound like a bargin. And who doesn't like a bargain? Some argue that a jump in price of 5c on a 10c, 15c or 20c article is pretty steep. In that case, add only 2c or 3c to your selling price. Then when the time comes that your costs go down, you can readily go back to your former selling prices.

DEVELOP FOUNTAIN ITEM SALES

Again we say, "Develop your fountain item sales." Operators of combination fountains and luncheonettes tell us of their problems of making a satisfactory margin on luncheonette items under present conditions. The cost of meats and vegetables has advanced sharply. Due to keen competition from restaurants, it is practically impossible to increase selling prices sufficiently to offset the increase in cost. Some tell us they meet the problem by concentrating their merchandising efforts on soda fountain items, thereby increasing the percentage of such items and bringing a much better gross margin which helps them to maintain their normal gross margin for the combined operations.

NATIONAL NUTRITION PROGRAM—A RARE OPPORTUNITY

There are numerous radio programs every week stressing the food value of ice cream and dairy products. Almost every magazine carries ads urging people to eat more ice cream and drink more milk. In the schools the children are informed of the nutritional value of ice cream and other dairy products and they are urged to eat and drink more of these products.

The Government has given a high priority to all dairy products. Our Navy has ice cream freezers on all large boats and has installed ice cream freezers at many bases throughout the world, in order that ice cream may be enjoyed by the men in even very remote places. The Army has installed ice cream freezers in Post Exchanges in many distant countries. This shows the great importance that the Armed Forces place on both the nutritional and morale building qualities of ice cream.

These programs all help to build the soda fountain business in your store. Get the most out of all these promotions by having the finest fountain service in your community

YOUR DISPLAY ADVERTISING

Ice Cream manufacturers provide display advertising to fountains where their products are employed. We also have most attractive advertising which we are pleased to send to our customers free of charge. You will find a list of this advertising on pages 2 and 3

of our price list. Our advertising material is particularly well designed and of a type that stimulates sales if properly used.

Here is a suggestion worthy of your serious attention: To get the maximum benefits from our advertising, we suggest that you carry through by making your sundaes and sodas look as much like the pictures as is possible. Make each and every sundae and soda of the kind advertised, exactly the same in appearance and in make-up. This makes your advertising signs honest and inspires real confidence in your fountain service.

We advise the use of price tags, which help the customers make their selection.

SPECIALS

You will find a 'Monthly Special" program a real impetus to business. We have such a program worked out for you and shall be glad to give you details upon request. By putting it into effect, you will create interest not only in the Special you are featuring at the time, but in your soda fountain in general. It will mark your fountain as a progressive one whose service is up to the minute.

STANDARDIZE YOUR SERVICE

A study of the more successful fountains discloses the fact that their operators serve one or more drinks or dishes that are superior to other fountains. Such a drink or dish takes on a personality that is so strong it throws a glow over the entire service.

As you know, many restaurants make outstandingly good coffee. Others are famed for their creamed chicken and waffles. Still others feature baked beans New England style. Adopt this idea at YOUR fountain, and when you do run such a Special see that each of your dispensers is instructed exactly how to prepare it so that its appearance and taste are the same as long as that Special appears on your menu. Have the formula on file for the benefit of new dispensers you may engage.

Accuracy in diluting and in serving is a key to successful repeat business. Start with the best quality flavor syrup or crushed fruit you can buy, dilute it properly with simple syrup. With a distinctive touch to the drink or sundae, proper advertising and display, you will gain a reputation not only for your Specials but for your whole fountain service.

THE VERY IDEA

Perhaps one of the following merchandising suggestions may prove to be "the very idea" you have been looking for.

Cater to students.

Adopt bright colors for fountain decorations, awnings, chairs and tables. If you have enough sidewalk space, place chairs and tables outside (sidewalk cafe style).

Have your menu up-to-date, featuring at least one drink and one desert that is named after the nearest school or college. Choose the drink or dessert that is most popular with these young folks.

Have football specials in season; holiday and seasonal specials.

Name a particularly good sundae after some popular movie star.

Curb-service builds business for many suburban stores. A sign outside that is easily read by motorists induces many to stop who are in a hurry or reluctant to get out of their cars for refreshments.

Mail to a selected neighborhood list, reminders that they can secure the best fountain dishes at your store, and mention some special dish or drink that you feature. This keeps the name of your store before the people and promotes the sale of other store merchandise.

If located in the suburbs, make a big play for the evening trade. You have the advantages over downtown fountains because of having more available parking space.

Take advantage of current trends. For instance, citrus drinks now are much in vogue because of being beneficial from a vitamin-content standpoint. Orange, Lemon, Lime and Pineapple drinks find much favor. The tremendous amount of advertising being done by the fruit growers furnishes a splendid background for your own individual advertising of these citrus drinks.

Capitalize local and National events, your own store name, a current movie. Name dishes for them and you immediately stimulate interest. Continue the old standbys under their known names, but keep up interest by featuring Specials with up-to-the-minute names (being sure to name the ingredients so as to guide your customers).

Menu cards that are clean and attractive lend personality to the fountain department.

Make the menu cards serve a double purpose by calling attention in short, snappy sentences to the brand of ice cream you serve; your line of candies; your luncheonette service; your baked goods.

Color ice cubes for drinks, thus adding a touch of distinction to some plain or carbonated drink. These cubes can be frozen in all colors, the water being mixed with coloring matter before it is placed in the freezing pans in mechanically refrigerated equipment. Use harmless vegetable or certified coloring.

DO'S AND DON'TS THAT IMPROVE FOUNTAIN SERVICE

May we remind you—

That cleanliness is a "must" not only for the fountain and its serving utensils, but for each and every attendant.

That girl attendants should wear hair nets or have some sort of hair-do that will avoid their fussing with their hair while on duty.

That it is wise not to permit fountain attendants to wear wrist watches while on duty. This precaution may save you lawsuits because of broken crystals falling into food or drinks.

To insist that attendants have clean hands and fingernails.

To be sure no sloppy sodas or sundaes are being served. When they run over the sides of glasses or dishes, they are unappetizing.

To see that attendants keep counters and tables clean and dry.

To have customers served immediately with a glass of cold water and handed a menu.

To have attendants greet customers with a smile and be courteous and helpful while taking orders and serving them.

To have a "Special" each week or month and to suggest it if customer is in doubt as to what to order.

To instruct attendants to dilute syrups and fruits strictly in accordance with label directions to insure uniform and well flavored service.

FOOD AT THE FOUNTAIN

Books could be written on this subject that would fill another "Five Foot Shelf" and still it would not be fully covered.

You are not going to hold or build a *profitable* business at your fountain if you allow it to become a "smelly" quick-lunch stand. More good fountain business is ruined by such a condition than by any other.

KEEP IN MIND THE ALL-IMPORTANT FACT that it was the fountain and the regular Fountain Servings that brought the American public to the corner drug store for lunch. The Lunch Room did not build the fountain business.

Food items do have a definite place at every fountain today. The fountain is the logical place for luncheon because of the variety of inexpensive servings that can be

offered. A milk shake and a sandwich for lunch has become as standard with Americans as breakfast cereal for breakfast.

BUT UNFORTUNATELY for a great many fountains, it does not stop there. The serving of food soon becomes the main issue and the fountain gradually deteriorates into a "smelly" quick lunch. Fountain servings drop off in volume. PROFITS QUICKLY DIMINISH and the fountain operator begins to wonder why. Many times he finds his cash register is still adding up the same figures daily but his profits have entirely disappeared.

The reason is simple enough. He has changed the character of his business. He has pushed aside the profitable items to sell unprofitable ones. He has relegated to the background those servings for which he originally made a large investment in fountain equipment.

We stated that food items *do* have a *definite* place at the *fountain* today. But—only those items that are in character with your fountain. Fortunately, these are the most profitable ones, take little equipment, small investment and help build profits instead of tearing them down.

Here is your list of fountain food items: In general terms—

Sandwiches
Salads
Soups (canned individual servings)
Cold Meats
Cake and Pie (but sell ice cream as a part of these desserts)

Beans, macaroni, spaghetti, or similar foods that you can obtain in individual cans and simply heat up for serving.

There is little or no waste in serving these foods. That is an imoprtant matter to you.

REMEMBER it is because of the "no-waste" character of your regular fountain servings that the fountain business is a profitable one. If you don't sell all of that five gallons of maple-nut ice cream today, or tomorrow, it will keep until the next day. Your fountain syrups, crushed fruits, etc., have the same keeping qualities. Use only those food items that are equally dependable.

Serving a sundae gives you a definite profit. It is a package of merchandise that is complete in itself. No waste. No leftovers to "try" to use up later. Most salads can be made up so easily that it is not necessary to make up a lot ahead of time. Canned foods, put up for individual servings, give you definite known profits, and all leftovers and objectionable cooking odors are eliminated from your fountain.

KEEP YOUR FOUNTAIN SERVICE INTERESTING AND PROFITABLE

Keep close watch of your fountain equipment as most equipment will be difficult to replace for some time to come. Periodic check-ups on its cleanliness and operation are necessary when it is so difficult to get outside service.

Test syrup pumps to see that they measure accurate portions.

Keep syrup jars clean and see that there are no exposed metal parts with which syrups or fruits may become contaminated.

Make sure your simple syrup is sterile and heavy enough to prevent spoilage of syrups and fruits with which it is diluted .

Insist upon having your syrups and fruits diluted and mixed accurately, in accordance with manufacturer's iabel directions.

See that any new fountain help you hire are properly trained by one of your experienced fountain employees. Short profits often are due to carelessness or inexperience.

The public will remember YOUR store favorably if you show you are making the best of present conditions and are serving the finest sodas and sundaes possible.

Teach your clerks the polite art of saying "No" when certain flavors are not available, and to immediately suggest some other flavor which you do have.

Care of Equipment

CLEANING DISPENSERS

The syrup in the dispenser will crystalize and cause trouble if not taken care of at periodic intervals. Each day the nozzle on the faucet should be taken off and washed out with hot water. The bottom of the faucet should then be wiped with a clean cloth to remove any deposit that might be attached.

Every week the syrup should be drained from the dispenser and the dispenser flushed out with hot water. To drain syrup, remove nozzle, take out large screw in faucet on right hand side facing the dispenser. Catch syrup in container so it can be put back in the dispenser after the cleaning has been completed. Once the syrup is drained, the water will drain from the syrup container through the faucet, thereby flushing all parts in contact with syrup. If syrup container has a thick deposit of sugar crystals, it may be easier to clean if taken out of dispenser. To remove (make sure all syrup has drained) unscrew strainer nut in bottom of container and lift out. Be sure to replace washers when reassembling.

CARBONATION. Carbonated or soda water is simply ordinary water saturated with carbon dioxide gas. IT IS THE LIFE AND SPARKLE OF YOUR FINISHED DRINK. Therefore, it is essential that all matters pertaining to such an important part of your business be thoroughly understood.

The carbonator which forces the gas into the water should be installed in a cool place and the water supply to the carbonator should be cool. Water above 50 degrees Fahrenheit does not readily absorb gas and much is lost by escaping. If your water supply is above this temperature you will save money and have better carbonated water by cooling before entering carbonator.

To test water for proper carbonation, place a spoon in a glass of cold carbonated water and if the water is sufficiently carbonated small bubbles will *cover* the spoon.

Carbonic acid gas is non-inflammable, but it is under a very high pressure in the cylinders. For this reason, do not allow the cylinder to be dropped or knocked over. Fasten it to the wall in a cool place.

Standard operating pressure shown by pressure gauge is considered to be 120 lbs. However, gas absorption depends on temperature of water. 120 lbs. pressure is satisfactory if the temperature of the water supply is less than 56 degrees. But if the water supply is warmer, higher pressure is required to get adequate carbonation, and it may be necessary to go as high as 150 lbs.

The regulating gauge should be tested at least once a year for accuracy. The concern who sold you your carbonator will test it without charge.

It is best to leave city water, gas and electricity on at all times. If any are cut off, cut all off and be sure to turn all on before opening up your fountain again. Do not charge your carbonator and shut off gas while using the charge. You cannot have good carbonated water by using this method.

The valve at the head of gas tube should be opened as far as possible or it may leak. Test for leaks at the head, regulator valve and along gas line with soap lather. Test carbonator and coils by turning on city water at carbonator, and shutting off gas, electricity and draft arm at night. If pressure has gone down on gauge by morning, there are leaks.

Have leaks fixed. This usually requires only tightening connections or renewing washers. Cutting off gas frequently will not help much and the loss will soon exceed the cost of repairing.

CLEANING THE CARBONATOR

It is advisable to wash your carbonator at least once a year. You will be surprised how much better your carbonated water is after washing.

It is impossible to give one set of directions that will apply in detail to every make of carbonator; however, the following general directions should be easy to follow:

1. Cut off gas at the valve at head of drum. Cut off city water and electricity at carbonator.

2. Completely empty the carbonator by drawing the water through draft arm at the fountain.

3. Mix thoroughly three pounds of common cooking soda (bicarbonate) with four to five gallons of warm water. This fills most carbonators. If it takes more mix more solution.

4. Disconnect the soda outlet connection to fountain and open air or vent valve. With a funnel and a short piece of hose, pour the solution into the carbonator through the outlet connection. Replace connection and close air or vent valve.

5. Turn on electricity only and operate carbonator for about a minute. Turn off electricity.

6. Put sixty or seventy pounds of gas into carbonator, then turn off gas. Draw off all solution through draft arm at fountain with gas, electricity and city water all turned off.

7. Turn on city water and electricity and pump carbonator two-thirds full, as shown by gauge glass. Cut off electricity and city water. Put sixty or seventy pounds of gas in carbonator and cut off gas. Draw off all this rinsing water at draft arm.

8. Turn on city water and electricity and feed gas slowly until the right working pressure registers. Let carbonator operate until it cuts off automatically.

9. After machine has been in operation for a few minutes, draw off a few glasses of the carbonated water to see that taste and quality are right. If not, draw off until all of the soda taste is gone and the water is clear and sparkling. Now you are ready for service.

Check the carbonator daily for gas supply. If pressure falls below standard, a new tank is needed.

Oil the carbonator monthly, and at the same time inspect it for leaks.

REFRIGERATION

Your customers want their drinks cold—and this means proper refrigeration. Carbonated water at the draft arm should be between 34 and 36 degrees. You can test this temperature by drawing a glass and inserting a thermometer. Because modern refrigeration systems may require complicated adjustments—it is best to call in a trained man to handle your refrigeration problems.

Formulas

Soda Water or Carbonated Water

Plain water saturated with carbonic acid gas to a pressure of 100 lbs. to 150 lbs. The colder the water, the more readily it absorbs or dissolves the gas, so try cooling the water before it reaches the carbonator.

Plain Soda

Put 1 oz. of desired syrup into an 8 oz. glass. Fill with coarse stream carbonated water. If a 12 oz. drink is desired, use 1½ ozs. syrup.

Plain Ice Cream Soda

1½ oz. of any flavor syrup, ½ oz. sweet cream or whipped cream. Mix with spoon. Place in 12 oz. or 14 oz. glass, draw fine stream to nearly fill glass, add scoop ice cream and finish with fine stream. Decorate with ¼ oz. whipped cream at edge of glass. When using a heavy soda glass, it is advisable to chill the glass in an ice cream cabinet.

Fruited Ice Cream Soda

Mix fruit syrup with simple syrup according to label directions, keep in fountain pump, drawing 1½ ozs. into a soda glass. Then draw fine stream soda to nearly fill glass. Roll in scoop of ice cream. Finally add ladleful of fruit (same flavor as fruit syrup used), letting it run down over ice cream.

(If you prefer to serve both fruit sodas and fruit sundaes from the same bowl, dilute the fruit syrup with simple syrup, then dilute fruit with that finished syrup. In this way you can stretch the fruit a little farther if desired. For instance, Strawberry will stand a 3 to 1 dilution instead of a 2 to 1.)

Double Chocolate Ice Cream Soda

1½ ozs. Double Strength Reddy Chocolate Syrup, undiluted.
½ oz. fresh cream.
Mix with spoon, then draw fine stream to nearly fill glass.
Add #16 disher Vanilla or Chocolate Ice Cream.
Finish with fine stream.

Chocolate Mint Soda

Follow above formula, adding ½ or 1 tsp. Creme de Menthe Flavor Syrup (Peppermint).

Mocha Ice Cream Soda

1½ ozs. Coffee Flavor Syrup.

1 oz. Single Strength Reddy Chocolate Syrup.

½ oz. fresh cream.

Draw fine stream to nearly fill glass, rotating glass so water, syrup and cream are thoroughly mixed.

Add #16 disher Chocolate Ice Cream (or Coffee Ice Cream if available). Finish with fine stream.

Bittersweet Ice Cream Soda

1½ ozs. finished Bittersweet Syrup, and follow same directions as for Double Chocolate Ice Cream Soda.

RICHardson Bittersweet Cocoa Paste has rich mellow taste characteristic of bittersweet coating used on higher grade candies. It is quadruple strength, dilute with three parts simple syrup.

Black Cherry Fruited Soda

Into 12 oz. soda glass pour 1 oz. Cherry Syrup and ladleful of Black Cherry Sundae. Fill glass nearly full with fine stream soda water. Add disher vanilla ice cream.

(Sell for 5c more than plain flavored ice cream soda.)

NOTE: Black Cherry Ice Cream can be used instead of Vanilla. RICHardson Whole and Broken Black Cherries make fine ice, sherbet and ice cream. Black Cherry Ice Cream appears on better menus everywhere.

Other fruited sodas can be made by using the same formula by simply changing the flavor of syrup and fruit.

Egg Nog Soda

1½ ozs. RICHardson Egg Nog Syrup, ½ oz. sweet cream. Place in 12 oz. glass, draw fine stream to nearly fill glass, add scoop ice cream and finish with fine stream. Decorate with nutmeg.

Mount Vernon Soda

(Special for Washington's Birthday, Decoration Day or 4th of July)

½ oz. each RICHardson Orange Syrup, Raspberry Syrup, Pineapple Syrup, disher of vanilla ice cream. Fine stream. Top with Marshmallow Rich.

RICHie Root Beer Soda

1½ ozs. RICHardson Root Beer Single Strength Syrup; ½ oz. sweet cream. Place in 12 oz. glass. Draw fine stream to nearly fill glass. Add scoop of vanilla or root beer ice cream. Finish with fine stream. For an 8-oz. drink, use 1 oz. syrup.

Strawberry Soda

1½ ozs. RICHardson Strawberry Syrup; ½ oz. sweet cream. Place in 12 oz. glass. Draw fine stream to nearly fill glass. Add scoop of vanilla or strawberry ice cream. Finish with fine stream. For an 8-ounce drink, use 1 oz. syrup.

Cherry Ice Cream Soda

1½ ozs. RICHardson Cherry Syrup; ½ oz. sweet cream. Place in 12 oz. glass. Draw fine stream to nearly fill glass. Add scoop ice cream and finish with fine stream. For an 8-ounce drink, use 1 oz. syrup.

Pineapple Soda

1½ ozs. RICHardson Pineapple Syrup; ½ oz. sweet cream. Place in 12 oz. glass. Draw fine stream to nearly fill glass. Add scoop ice cream and finish with fine stream. For an 8-ounce drink, use 1 oz. syrup.

Coffee Ice Cream Soda

1½ ozs. RICHardson Coffee Syrup; ½ oz. sweet cream. Place in 12 oz. glass. Draw fine stream to nearly fill glass. Add scoop ice cream and finish with fine stream. For an 8-ounce drink, use 1 oz. syrup.

Maple Ice Cream Soda

1½ ozs. RICHardson Maple Flavored Syrup; ½ oz. sweet cream. Place in 12 oz. glass. Draw fine stream to nearly fill glass. Add scoop of chocolate or vanilla ice cream and finish with fine stream. For an 8-ounce drink, use 1 oz. syrup.

Orange Ice Cream Soda

1½ ozs. RICHardson Orange Syrup; ½ oz. sweet cream. Place in 12 oz. glass Draw fine stream to nearly fill glass. Add scoop of vanilla ice cream and finish with fine stream. For an 8-ounce drink, use 1 oz. syrup.

Raspberry Ice Cream Soda

1½ ozs. RICHardson Raspberry Syrup; ½ oz. sweet cream. Place in 12 oz. glass. Draw fine stream to nearly fill glass. Add scoop of vanilla or raspberry ice cream and finish with fine stream. For an 8-ounce drink, use 1 oz. syrup.

Purple Cow

1½ ozs. RICHardson Grape Syrup; ½ oz. sweet cream. Place in 12 oz. glass. Draw fine stream to nearly fill glass. Add scoop of vanilla ice cream and finish with fine stream. For an 8-ounce drink, use 1 oz. syrup.

Vanilla Soda

1½ ozs. RICHardson Vanilla and Vanillin Flavor Syrup; ½ oz. sweet cream. Place in 12 oz. glass. Draw fine stream to nearly fill glass. Add scoop of ice cream and finish with fine stream. For an 8-ounce drink, use 1 oz. syrup.

Combination Flavors

Very appetizing sodas can be made by using a syrup made from ¾ ounce of one flavor and ¾ oz. of another flavor.

Sundaes

When a tulip sundae dish is used, put ½ oz. of syrup in bottom of glass. Add 2 #24 scoops of ice cream and ladle on 1 oz. of topping. Top with spoonful Marshmallow and garnish with Maraschino Cherry. If the tall Tulip style sundae dish is used, use two #20 scoops of ice cream. Put ½ oz. of topping in bottom of glass, 1 oz. on top of ice cream.

All sorts of variations of flavors and toppings can be used. Marshmallow Rich or whipped cream, and a cherry or nut meats make a good finishing touch.

Hot Fudge Sundae

Pour ladleful of fudge that has been heated in warmer, over disher of ice cream. Do not have fudge too hot or it will dry out and become sticky. Pour fudge slowly over ice cream so it will cling to top and sides of cream.

Twin Sundaes

Place in a double sundae dish two #20 scoops of ice cream, cover each with ¾ ounce different flavored toppings, decorate with Marshmallow Rich or whipped cream and cherry.

Black and White Sundae

Disher of Vanilla ice cream. Ladleful of Double Reddy or diluted Bittersweet. Top with beaten Marshmallow Rich and Chocolate shot.

Chocolate Sundaes

While a standard Chocolate Sundae is made by pouring a ladleful of good chocolate syrup over a disher of ice cream, there are many variations of it which add interest to your menu. There are many other flavors which blend with chocolate, and we give you the following suggestions:

Double Chocolate Walnut Sundae

Mix Double Reddy Chocolate Syrup (undiluted) with equal parts of Walnut Sundae. Pour ladleful over ice cream. Top with whipped cream or beaten Marshmallow Rich.

Chocolate Mint Sundae

A #24 disher each of Vanilla Ice Cream and Peppermint Ice Cream. Place side by side on a flat sundae dish. Pour ring of diluted Bittersweet Cocoa Paste around each mound of ice cream.

Chocolate Orange Sundae

A #24 disher each of Chocolate Ice Cream and Orange Sherbet. Pour ladleful of Coffee Syrup over the Chocolate Ice Cream and top the Orange Sherbet with beaten Marshmallow Rich. Garnish each with glace fruit bits of different colors. We can supply diced fruit mixtures.

Chocolate-Butterscotch Sundae

In bottom of Tulip Sundae glass pour ½ oz. Double Reddy Chocolate Syrup. Then two #24 dishers Vanilla ice cream. Cover with 1 oz. Butterscotch Sundae. Top with beaten Marshmallow Rich. Garnish with a cherry.

Marble Sundae

Place disher of vanilla ice cream in tulip sundae glass. Add 1 tblsp. Single Strength Reddy Chocolate Syrup and one of Butterscotch Sundae. Stir with fork to give marbleized appearance. Top with Marshmallow Rich in which some of the Chocolate Syrup has been partially mixed so as to repeat the marble effect.

Chocolate Marshmallow Sundae

One disher vanilla ice cream; ¾ oz. Single Strength Reddy Chocolate Syrup; one disher chocolate ice cream; cover with ½ oz. whipped Marshmallow Rich and top with cherry.

Chocolate Peanut Sundae

#20 or #24 scoops vanilla ice cream. Cover with 1 oz. Single Strength Reddy Chocolate Syrup. Top with liberal quantity of salted peanuts. Salted broken cashew nuts can be substituted for the peanuts; in fact, almost any kind of salted nuts can be used.

Hot and Cold Fudge Sundaes

When hot fudge sundaes are properly made, they are real sales builders. Fudges should be kept at low even warmth, never over 135° F. Heat can be regulated easily by serving fudges from electric fudge warmers which RICHardson include in their attractive Fudge Warmer Deals.

We produce the three most popular fudge flavors—Butterscotch, Carmelscotch, and Chocolate Butterfudge—from highest grade dairy products and flavors.

When serving fudge from warmer, pour ladleful slowly over ice cream so candy-like coating forms over top and sides.

Do not boil fudge or overheat. If too thick, cut back with 1 oz. of fresh cream and stir thoroughly. (Never add simple syrup.)

Chocolate Mint Fudge Sundae

Make sundae in usual way, using Chocolate Butterfudge for topping. Cover with beaten Marshmallow Rich which has been flavored and colored with Creme de Menthe (Peppermint).

Butterscotch Nut Fudge Sundae

Make sundae in usual way, using Butterscotch Fudge for topping. Cover with ladleful of Walnut Sundae.

Hot Fruit Sundae

Heat in warmer RICHardson Strawberries, Cherries, Raspberries or other fruits. Serve ladleful over ice cream.

Cold Fudge Sundae

Our Chocolate Frosty Fudge is made to use cold. Stir and serve undiluted, pouring ladleful slowly over the ice cream. You will find it "fudges" perfectly.

Banana Nut Sundae

In the bottom of a banana split dish, lay two halves of ripe banana cut lengthwise. Then place a disher of Orange Ice in center, with a disher of Chocolate and Vanilla Ice Cream on either side. Cover all with Walnut Sundae.

Banana Charlotte

Cut a ripe banana in half and split each half, arranging these banana quarters around the inside of a Tulip sundae dish. In bottom of dish place 1 oz. of Black Walnut Sundae diluted; then a #16 disher of Black Walnut ice cream; then 1 oz. of Bittersweet Chocolate. Top with a cherry.

Banana and Raspberry Sundae

Arrange slices of banana as suggested in Banana Charlotte formula. In bottom of dish place 1 oz. of Red Raspberry Syrup; then a #16 disher of Peach or Raspberry ice cream; top with whipped Marshmallow Rich colored pink and flavored with a little of the undiluted Red Raspberry Syrup.

Banana-Pineapple Sundae

Arrange slices of banana as suggested in Banana Charlotte formula. In bottom of dish place 1 oz. of Crushed Cherries; then a #16 disher of Pineapple Sherbet and a #16 disher of Vanilla ice cream. Top with a cherry.

Southland Sundae

Place a split banana on a plate, put on two small dishers of vanilla ice cream. Pour ladleful of Crushed Pineapple over ice cream and top with coconut fiavored Marshmallow Rich. Then top each mound with a red or black cherry.

Black Cherry Sundae

1 disher vanilla ice cream; 1 ladle of Black Cherry Sundae (diluted with 2 parts syrup). Top with spoonful beaten Marshmallow Rich or whipped cream and a Whole Black Cherry.

Black Cherry Rum Sundae

To Black Cherry Sundae add Rum Flavor to suit taste and proceed as above.

Black Cherry-Walnut Sundae

1 disher vanilla ice cream; ½ ladle each Black Cherry Sundae and Walnut Sundae (diluted with 2 parts simple syrup). Top with Whole Black Cherry.

Black Cherry Fudge Sundae

1 disher Black Cherry ice cream (made from RICHardson Whole and Broken Black Cherries); 1 ladle of Chocolate Butterfudge from fudge warmer. Top with Whole Black Cherry.

Buttered Pecan Sundae

Crisp, buttery, roasted pecans in rich syrup make a tempting sundae when served over vanilla ice cream. Cost per 1 oz. serving of RICHardson Buttered Pecans—2½c.

Valentine Sundae

Place a scoop of Pineapple ice cream or sherbet in tulip sundae dish, pour ladle of diluted Crushed Red Cherries over it. Place small quantity beaten Marshmallow Rich or whipped cream over the ice cream and top off with a red candy heart or maraschino cherry slices.

Killarney Sundae

(For St. Patrick's Day)

Place disher Pistachio Ice Cream on piece of white cake. Over this pour small ladleful Creme de Mnthe (Peppermint) Syrup (undiluted) and over this a ladleful of Marshmallow Rich. Top with a red cherry.

American Sundae

(For Washington's Birthday, Decoration Day or Fourth of July)

A small disher of Chocolate Ice Cream on top of small disher of Vanilla Ice Cream. Cover with ladleful Buttered Pecan Sundae; surround with sliced bananas. Top with whipped cream or Marshmallow Rich and Red Sliced Cherries.

Fruit Salad National

(For Washington's Birthday, Decoration Day or Fourth of July)

Vanilla ice cream covered with ladleful Fruit Salad. Top with a maraschino cherry and tiny American Flag.

Whitehouse Special

Disher of Whitehouse Cherry Ice Cream topped with Pineapple Sherbet and with Red Cherry.

Independence Sundae

Place a square of sponge or sunshine cake on plate. Into a small disher of Vanilla ice cream stir lightly a tbsp. of Red Raspberry Syrup. Pour over top of cake and decorate with three or four Red Raspberries.

Cherry Sundae

Crushed Maraschino Cherries, diluted one part Cherries to two parts of simple syrup or Cherry Syrup, over vanilla ice cream. Makes a real Cherry Sundae that will bring you repeat business.

New York Sundae

(Or name it after your town or city)

One small disher each of Vanilla, Chocolate and Raspberry ice cream. Top with Bittersweet Chocolate and whipped Marshmallow Rich.

Surprise Sundae

Place a chocolate covered cherry in the bottom of a Tulip sundae glass, then a #12 disher of Chocolate or Vanilla Ice Cream. Over this pour a ladleful of Walnut Sundae and top with Marshmallow or whipped cream.

Maple Walnut Sundae

In a tulip sundae glass place a scoop of Maple Walnut Ice Cream, cover with ½ oz. of diluted Maple Flavor Concentrated Syrup. Over this a scoop of vanilla ice cream and a ladleful of Walnut Sundae.

Orange-Pineapple Sundae

In a tulip sundae glass place a #30 scoop of vanilla ice cream, over this a #16 scoop of orange ice, then a ladleful of Tango Pineapple Sundae. Top with Marshmallow Rich or whipped cream and a sprinkle with toasted cocoanut.

Black Kow Sundae

Top a disher of vanilla ice cream with a ladleful of whipped Marshmallow Rich that has been flavored and colored with Root Beer Emulsion.

Strawberry Sundae

One #12 disher vanilla or strawberry ice cream, topped with 1½ ozs. RICHardson Strawberries. If tall Tulip style sundae dish is used, use two #20 dishers of ice cream, placing ½ oz. topping on bottom of glass, 1 oz. on top of ice cream. Marshmallow or whipped cream as a finishing touch.

*Black Cherry-Strawberry-Pineapple Sundae

A Three-Tone Combination

Into a tulip sundae dish put ½ oz. Black Cherry Sundae. Add 1 #25 dipper vanilla ice cream, add 1 oz. RICHardson Root Beer Single Strength Syrup. Cover with ½ oz. Strawberries. Run a ribbon of whipped cream through the center, on top. In the center of the ice cream, set some Crushed Pineapple, and at each end a Black Cherry.

*Adapted from formulas as furnished by Ice Cream Merchandising Institute.

Parfaits

Into a parfait glass or Tulip sundae glass put ½ oz. crushed fruit; then a small disher vanilla ice cream; then ½ oz. fruit of another variety; another disher of ice cream. Top with whipped cream or Marshmallow Rich, sprinkle with nut meats and top with cherry.

Strawberry Parfait

Use disher of ice cream and ladleful of Strawberries after diluting. Mix thoroughly and serve in a tall stem glass. Top with whipped Marshmallow Rich and a few dry nuts.

Coffee Parfait

Place small portion Coffee Ice Cream in tall stem glass. Cover with Butterscotch Sundae. Add disher of vanilla ice cream. Cover with Marshmallow colored and flavored with Coffee Emulsion.

Orange Dream

Serve in parfait glass—Chocolate Ice Cream, Orange Ice, Chocolate Syrup, Walnut Sundae. Top with Marshmallow Rich colored orange. (Use Double Reddy Chocolate undiluted.)

Milk Shakes

Plain Milk Shakes

Pour glass of sweet milk into mixing glass or shaker, add one #16 disher vanilla ice cream and 1½ ozs. syrup, any flavor. Place on electric mixer until thoroughly mixed.

We recommend using 12 oz. glasses for above drinks to conform with public preference. If larger glasses are used, add ¼ oz. more flavor syrup and two #30 scoops ice cream instead of one #16.

Malted Milk Shakes

Same as foregoing with addition of 1 tbsp. malted milk before mixing.

Egg Chocolate Drink

Break an egg in mixing glass, add 2 ozs. Reddy Single Strength Chocolate Syrup and #16 disher vanilla ice cream or a little sweet cream. Place on mixer and after ingredients are thoroughly mixed, fill glass with fine stream soda and serve in 12 oz. glass. Top with Marshmallow Rich or whipped cream and sprinkle on nutmeg or cinnamon.

Frozen Malted

A combination of ice cream mix, malted milk powder and flavoring, partially frozen, and served in a 10 or a 12-oz. glass in a slushy or custard form.

Double Chocolate Malted Milk

1½ ozs. Double Reddy Chocolate Syrup undiluted; 1 oz. pure cream; 1 #16 scoop chocolate or vanilla ice cream; 2 rounded serving spoons malted milk; 6 ozs. whole milk. Fluff on electric mixer.

Chocolate Malted Milk

Follow above formula, using 1½ ozs. Single Reddy Chocolate Syrup in place of Double.

Double Chocolate Milk, Plain

1 oz. Double Reddy Chocolate Syrup undiluted; 8 ozs. whole milk; 1 or 2 small pieces of ice; shake thoroughly or fluff on electric mixer.

Iced Chocolate

1 oz. Double Reddy Chocolate Syrup undiluted; 1 #20 disher vanilla ice cream; small scoop cracked ice; shake thoroughly or mix on electric mixer. Add 8 ozs. plain ice water. Serve in 12 oz. glass. Top with Marshmallow Rich or whipped cream, with sprinkle of cinnamon or sprig of mint on top.

Bittersweet Chocolate Milk

¼ oz. RICHardson Bittersweet Cocoa Paste diluted with 1 oz. simple syrup; 6 ozs. whole milk; 1 #16 scoop vanilla or chocolate ice cream. Add malted milk if desired.

Frosted Mexican Milk Shake

Same directions as other frosted milk shake.

1 ounce Chocolate Syrup; Cold Milk; 1 heaping teaspoonful peanut butter; 2 dippers vanilla ice cream; mix for 1 minute.

Frappe

Place in cup on electric mixer two #20 scoops of ice cream, any flavor, 1½ ozs. crushed fruit, two teaspoonfuls whipped cream or Marshmallow Rich. When thoroughly mixed, pour into Tulip sundae glass. Top with whipped cream or Marshmallow Rich, a sprinkle of nutmeg or cinnamon and a cherry.

In some sections a frappe is made by placing a #12 disher of ice cream in sundae glass, 1½ ozs. crushed fruit or sundae topping, and a generous portion of whipped cream, topped with a cherry or nut meats.

Creme de Menthe Frappe

1½ ozs. of Creme de Menthe Syrup (Peppermint), one #20 scoop of vanilla ice cream, 4 ozs. of milk, in a mixing glass. Place on mixer until sides start to frost.

In a 10 oz. glass place a soda spoonful of Marshmallow Rich colored green. Place a #20 scoop of Lime-Pineapple ice cream in glass, then pour over it mixture from the mixing cup. Garnish with a ladle of sliced Red Cherries.

Drinks

Frosted Drinks

Use 1½ ozs. of any flavor syrup. (Chocolate, Coffee, Pineapple are very popular). Add scoop vanilla ice cream. Mix syrup and ice cream on electric mixer, place in glass and fill with fine stream soda. Top with whipped cream or Marshmallow Rich, and grated nutmeg or cinnamon.

Builder-Upper Drink

Vanilla, Egg and Milk

2 ozs. RICHardson Vanilla Syrup, diluted. 1 egg, ½ glass milk, small portion cracked ice. Place on electric mixer until egg is thoroughly beaten. Add enough milk to fill glass and mix again. Sprinkle cinnamon or nutmeg on top. (Other flavors can be substituted for vanilla to make a variety.)

RICHie Frosted Root Beer

1½ ozs. RICHardson Root Beer Single Strength Syrup. Add scoop vanilla or root beer ice cream. Mix syrup and ice cream on electric mixer; place in glass and fill with fine stream soda. Top with whipped cream or Marshmallow Rich.

(Sunshine)
Egg Nog Drink

Pour eight ounces of milk and 1½ ounces of RICHardson Egg Nog Base (properly diluted) into a mixing glass or shaker. Mix on electric mixer and serve in a 10-oz. glass. Decorate with nutmeg.

(Sunshine)
Egg Nog Milk Shake

Pour glass of sweet milk into mixing glass or shaker, add one #16 disher Vanilla ice cream and 1½ ounces RICHardson Egg Nog Base (properly diluted). Place on electric mixer until thoroughly mixed. Serve in 12 oz. glass. Decorate with nutmeg.

Frosted Cherry Chocolate

Into a mixing cup put 6 ounces cold pasteurized milk. Add 2 #20 dippers Chocolate ice cream. Add 1 oz. Cherry Syrup. Put on mixer just long enough to blend to a smooth mixture.

Serve in tall glass with chocolate wafers on side.

Frosted Root Beer Milk Shake

Put 6 ozs. cold pasteurized milk into a cold mixing cup, add 2 #20 dippers vanilla ice cream. Add 1 oz. RICHardson Root Beer Single Strength Syrup. Place on mixing machine until the entire mixture is thoroughly and smoothly blended. Pour into tall thin serving glass. Serve Lorna Doone wafer on side. Any other type wafer may be substituted. Above especially popular with men. Women like it too.

Fruit Drinks

Strawberry-Lime Cooler

½ oz. Lime-O-Rich Concentrated; 1 oz. Strawberry Syrup Concentrated; fill 8 oz. glass two-thirds full of cracked ice, add syrups and fill glass with carbonated water.

Lime Rickey

Draw 2 ozs. Ready-to-Use Lemon-Lime into a 12 oz. stem glass. Add dash of Acid Phosphate, cracked ice and fill glass with soda. Garnish with a slice of orange, with two RICHardson Cherries on a toothpick.

Orange Fruit Cooler

In the bottom of a 12 oz. glass place small scoop cracked ice, then ladleful of Fruit Salad Sundae. Fill glass with orangeade, made by diluting Ready-to-Use Fruited Orange Syrup with five parts of plain ice water. Float slice of orange on top.

Mixed Fruit Cooler

Into an 8 oz. glass pour ½ oz. Lemon Syrup and ½ oz. Cherry Syrup. Add dash of Phosphate and cracked ice. Fill glass nearly full of soda and mix with spoon; then add dash of Grape Syrup.

California Cocktail

Into a mixing glass pour 1 oz. Ready-to-Use Fruited Orange Syrup. Add ½ oz. Grenadine Syrup and a dash of lemon juice; then add cracked ice and soda. Mix well with a spoon and strain into an 8 oz. glass.

Ginger Ale Special

Fill a 12 oz. glass with Ready-to-Use Dry Ginger Ale by drawing five parts of carbonated water over one part of syrup. Allow space for a large disher of Pineapple Ice to be floated on top. Garnish with two or three cherries.

Lavendar Lady Special

In a 12 oz. glass place 1 oz. Seedless Black Raspberries. Add soda spoon of whipped cream, beat in with spoon, then add ½ glass carbonated water coarse stream, one disher ice cream. Fill glass with coarse stream and finish off with fine stream.

Phosphate

Same as plain soda, with addition of 3 or 4 dashes Acid Phosphate. Fruit flavors make the best Phosphates.

Frozen Phosphate

Make Phosphate as above, then add scoop of Sherbet of same flavor.

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Manufacturers Quality Fountain and Ice Cream Fruits, Syrups and Flavors
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